



Anthem Marketing

2024 MCAC Review

We continue to focus on engaging and educating our members and prospects in an inclusive and culturally competent way.

| Project name | Project ID |
|---------------------------------|--------------------------|
| Image library additions | |
| Sana, Sana ad campaign | 11169971 1066258NVCMLABS |
| Community Wellness Center flyer | 12729492 1068152NVMMLABS |
| Postcard 90-day | 12689960 1068135NVMMLABS |
| Postcard Choose Anthem | 12689959 1068137NVCMLABS |

Additional images added to library



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Sana, Sana campaign overview

“Sana sana, colita de rana. Si no sanas hoy sanaras mañana” is a popular saying in the Hispanic/Latinx community to console someone who has been hurt or is ill. The literal translation is “Heal, heal little frogs’ tail. If you don’t heal today, you’ll heal tomorrow.” The power of these caring words crosses many cultures.


While our campaign will run in English and Spanish, we are keeping the saying in Spanish in both executions because of its familiarity in the Hispanic/Latinx community.

This campaign includes videos, social media ads (with multiple copy options), web banners, and radio spots along with a dedicated campaign landing page.

Sana, Sana campaign samples




**Sana sana
colita de rana**

Anthem  [Learn more](#)





**with free or low-cost
health insurance**

Anthem  [Learn more](#)




**Sana sana
colita de rana**

Anthem  [Learn more](#)



**with free or low-cost
health insurance**

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**Sana sana with free or
low-cost health insurance**

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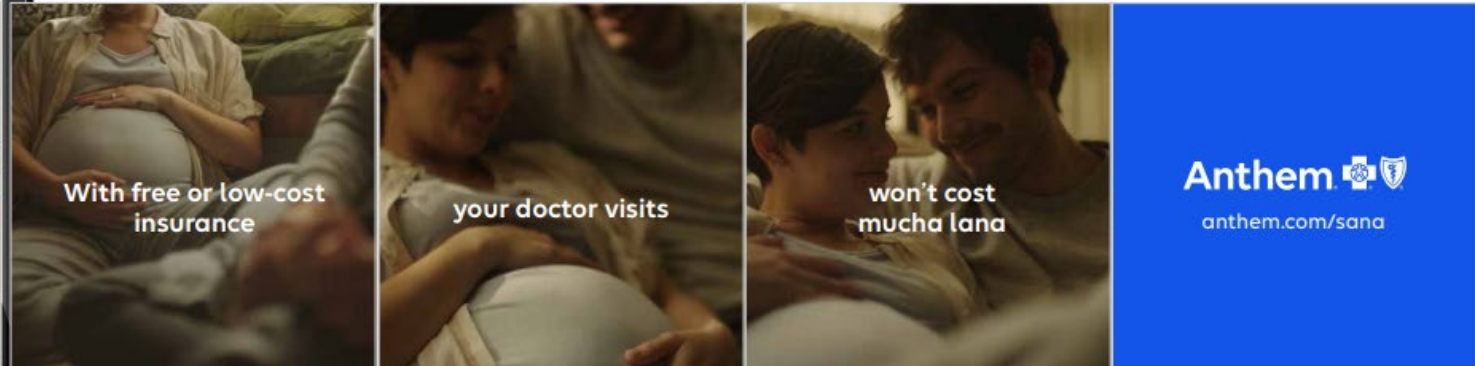
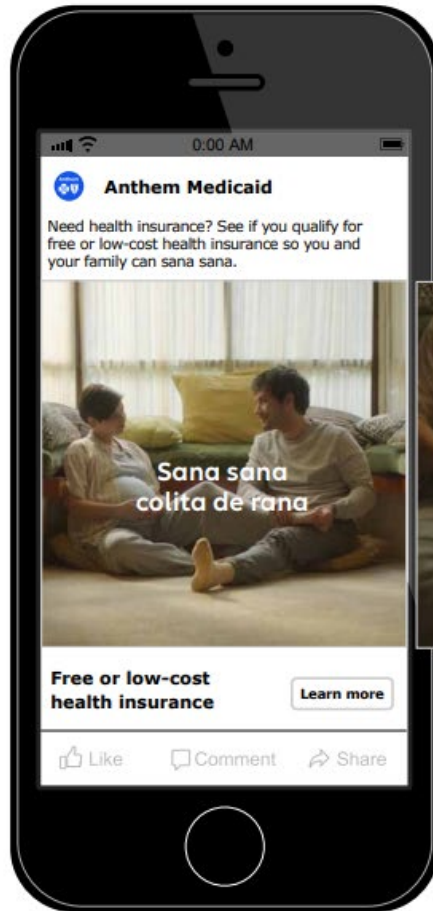
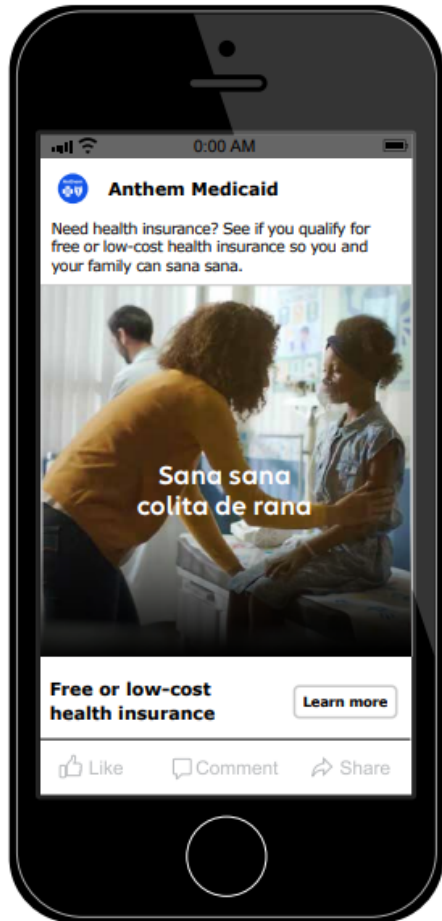
Radio

Sana sana
Colita de rana
Si no sanas hoy
Sanaras mañana

At Anthem Blue Cross and Blue Shield, we offer free or low-cost health insurance plans that fit your needs. We have a large network of Spanish-speaking doctors and cover everything from checkups to mental health services. To learn more about Medicaid, visit [anthem.com/sana](https://www.anthem.com/sana) so you and your family can sana sana.


Never go it alone. That's our Anthem.


Sana, Sana campaign samples



Sana, Sana campaign landing page

Medicaid benefits and language services

Anthem  Español Eligibility How to apply [APPLY ONLINE](#)



Find free or low-cost health insurance ahora

With a large network of Spanish-speaking doctors and plans that cover everything from check-ups to mental health, we can help you find Nevada Medicaid or Check Up insurance that fits your needs.

What are Medicaid and Check Up?

Medicaid is a public health insurance program. You won't pay anything for covered services. Check Up is for children who do not qualify for Medicaid. Some people pay a small monthly premium for Check Up benefits.


What's covered?

With Medicaid and Check Up, you can get benefits such as:

- Doctor visits.
- Hospital stays
- Medicines.
- Pregnancy care.
- Checkups and immunizations for children.
- Vision care.
- Behavioral and mental healthcare.

Being heard and understood is essential to your well-being. That's why we have:





- Spanish speaking associates.
- Spanish speaking providers.
- Translated materials at no cost to you.
- Interpreter services at no cost to you.



Dynamic income tool based on user inputs

Are you eligible?

Medicaid is open to:

-  Adults and families who meet certain income requirements
-  Pregnant women and new moms
-  Children
-  People with disabilities

Check Up is for children under age 19 who do not qualify for Medicaid.

Let's find out if you may be eligible based on income.

Who needs health insurance?

How many people live in your house?

Pregnant women should also count their unborn child(ren).

You may qualify if your monthly income is less than:

Please make your selections above

American Indians who are members of federally recognized Tribes and Alaska Natives are exempt from premiums.

Not sure if you're eligible?


The best way to find out if you qualify is to apply. You can apply for Medicaid and Check Up at any time. Enrollment is year-round. If you qualify, you will be able to start getting benefits right away. See how to apply below.

If you make too much to qualify for Medicaid or Check Up, there are other types of health insurance that may work for you. [View more options.](#)

How to apply and other insurance options

How do you get Medicaid or Check Up?

- 1** Apply
Visit the [Access Nevada website](#) to complete an application. Don't want to apply online? Call [800-992-0900](tel:800-992-0900).
- 2** Choose a plan
On your application, you can choose Anthem as your health plan.
- 3** Check your mail
The state will let you know when your application has been approved.



Other health insurance options

If you or your loved ones aren't eligible for Medicaid or Check Up, there are other options.

Individual and family plans

We can help connect you to affordable individual and family health coverage options. Plans start at \$0 per month, based on income, and most people qualify for financial help to lower their costs.^{1,2} Our health plans for individuals and families include access to trusted doctors and hospitals, coverage for prescription drugs, mental health care, and other important benefits such as:

- \$0 preventive care visits³
- \$0 virtual care visits⁴
- \$0 for commonly used prescription drugs⁵

[Learn more about individual and family plan options.](#)

Medicare plans



Medicare is a federal health program for people 65 and over, and for people under 65 with certain disabilities. Anthem offers Medicare plan options with benefits that fit your budget and life.

[Learn more about Medicare plan options.](#)

¹ Based on federal and/or state exchange requirements and subject to change. Anthem Blue Cross and Blue Shield, Anthem Blue Cross and Healthkeepers, Inc., are Qualified Health Plans that in certain geographic areas offer some health plans with a \$0 (or \$1 in Maine and Connecticut) premium option after subsidy is applied through the Health Insurance Marketplace or your state exchange. Anthem health plans with a \$0 (or \$1) premium option are not available in all areas and eligibility for these plans is based on federal annual income guidelines. Call us for information because not everyone will qualify. Family income eligibility varies based on number of family members.

[Learn more about Anthem](#)
[Get help in another language](#)
[Non-discrimination policy - English](#)
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[Privacy Policy](#)
[Accessibility and Usability](#)
[Waste, Fraud & Abuse](#)

Wellness Center Community flyer




Visit us!

Get in-person help at our Welcome Centers
Come see us at one of our Welcome Centers and a Healthy Blue representative can help:

- Sign up for or renew Nevada Medicaid
- Understand your <Anthem Medicaid> health plan and its benefits.
- Find or change your primary care provider (PCP).
- Find resources like food stamps, housing assistance, new and expecting parent support, and more.
- Apply for <Anthem Medicaid> support programming like Workforce Development, Justice Support, and our Housing Program.

Visit our Community Wellness Centers at:
<294 East Moana Ln., Suite B25, Reno, NV, 89502>


2348 East Bonanza Rd., Las Vegas, NV, 89101>




chooseanthem.com/NV

Anthem Blue Cross is the trade name of Blue Cross of California. Anthem Blue Cross and Blue Cross of California Partnership Plan, Inc. are independent licensees of the Blue Cross Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc. Blue Cross of California is contracted with L.A. Care Health Plan to provide Medi-Cal Managed Care services in Los Angeles County.
1068152NWMENABS 03/24


Postcards to hand out

Anthem 


<9133 W Russell Road, Ste. 1A
Las Vegas, NV 89148>



**Thank you for your interest in
<Anthem Blue Cross and Blue Shield
Healthcare Solutions>**

Anthem 

**If you are new to receiving
Medicaid benefits, you have 90
days to choose <Anthem> from
your first day of coverage.**




Fill out this card so we can remind you to choose a plan. Then hand it back to an <Anthem> representative at an event or drop this postage-paid card in the mail.

Name: _____
Phone: _____
Email: _____

How would you like us to reach you? (Check all that apply)

Phone **Email** **Text**

<844-396-2329 (TTY 711)>
chooseanthem.com/nv

Anthem 

<Anthem Blue Cross and Blue Shield Healthcare Solutions is the trade name of Community Care Health Plan of Nevada, Inc., an independent licensee of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.>

<Do you need help with your healthcare, talking with us, or reading what we send you? We provide our materials in other languages and formats at no cost to you. Call us toll free at 844-396-2329 (TTY 711).>

<¿Necesita ayuda con su cuidado de la salud, para hablar con nosotros o leer lo que le enviamos? Proporcionamos nuestros materiales en otros idiomas y formatos sin costo alguno para usted. Llámenos a la línea gratuita al 844-396-2329 (TTY 711).>

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